



The first question that sets the tone

How self-introduction shapes trust, connection, and every conversation that follows

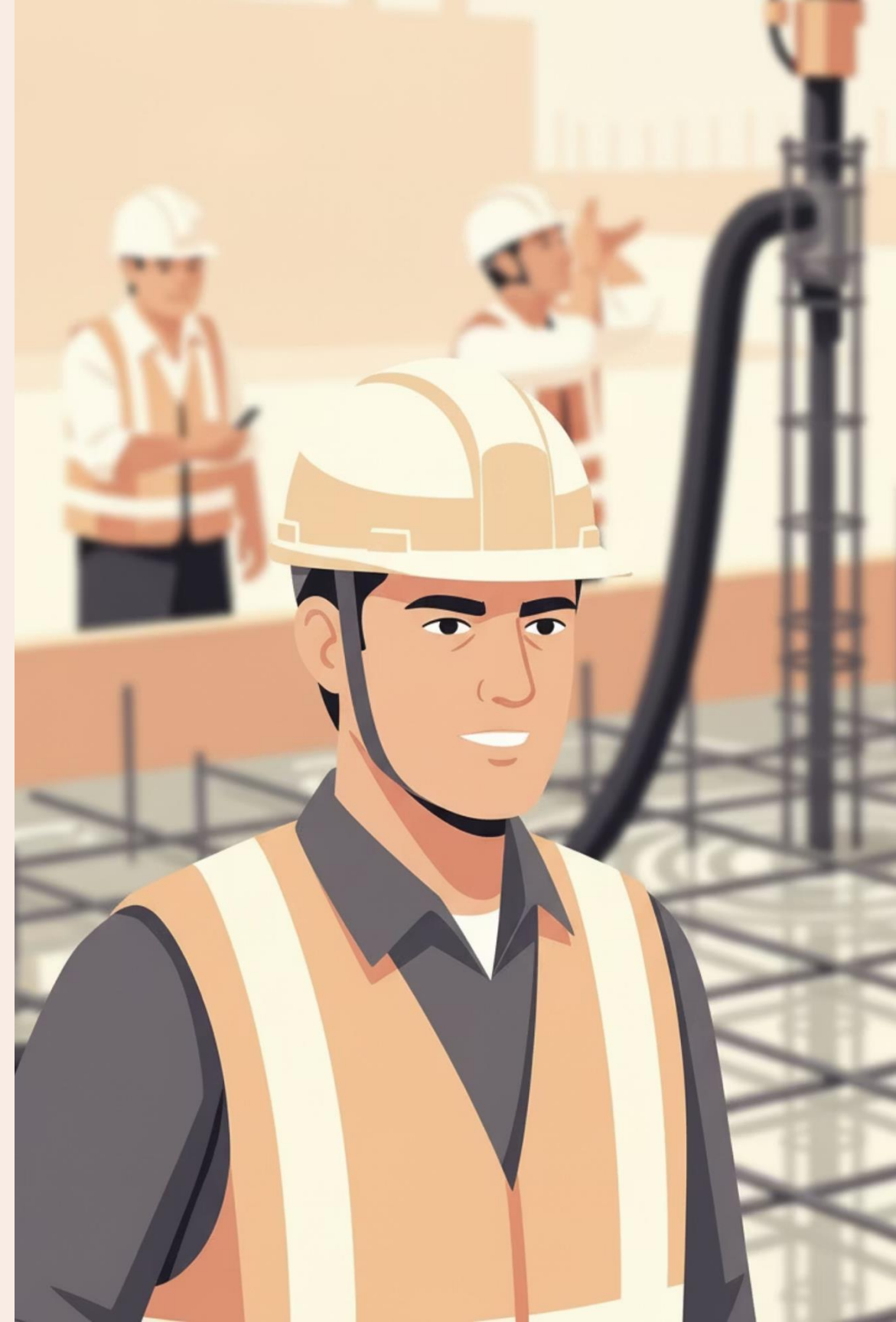
By Loïc Vander Stricht





**What do
you do for a
living ?**

Let me tell you about Robert



The concrete sales rep story

What do you do for a living?

"I'm a sales representative in concrete."

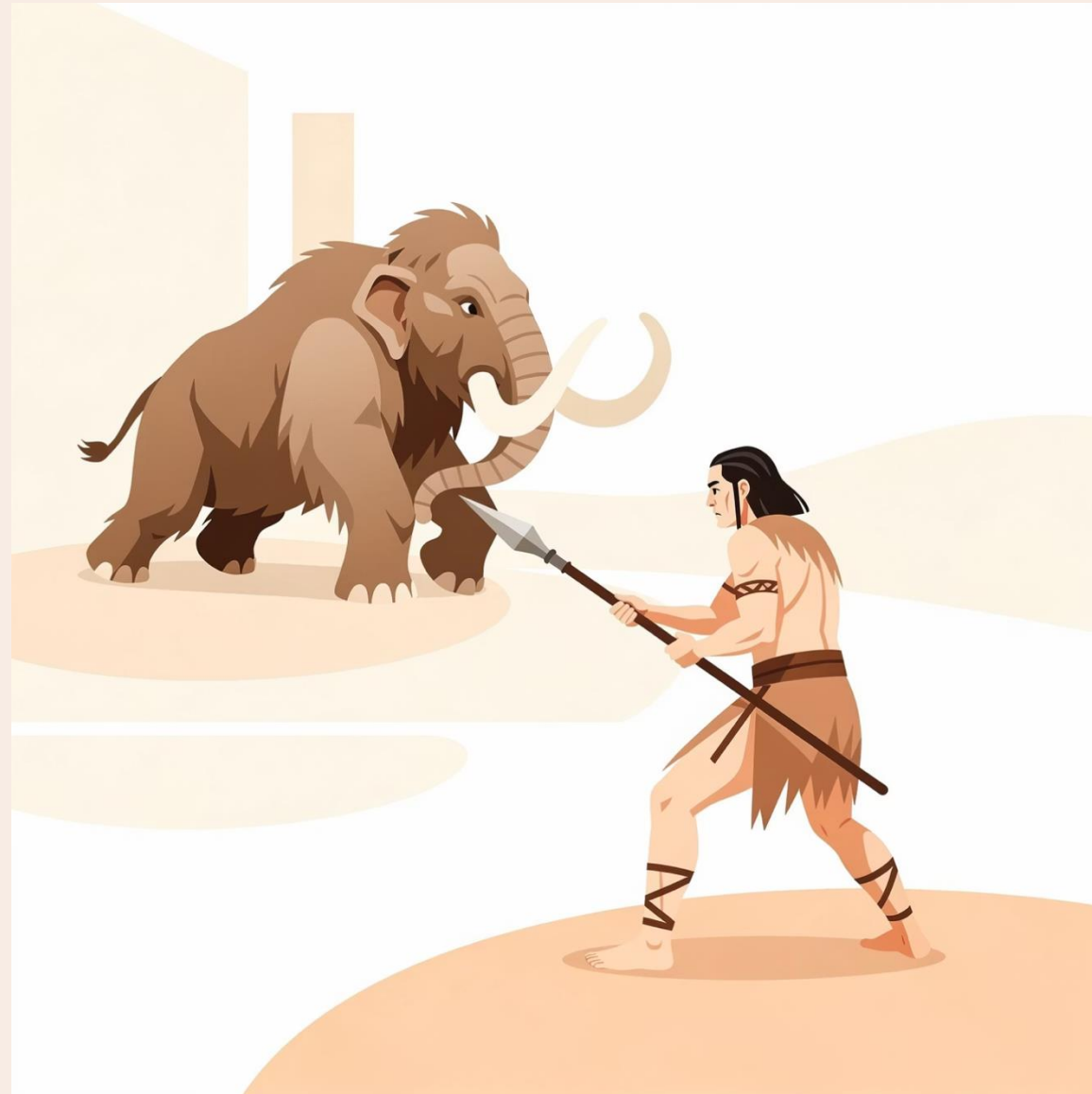
- Factual but uninspiring
- Creates no curiosity
- Doesn't invite dialogue



**Let's go
back in time**

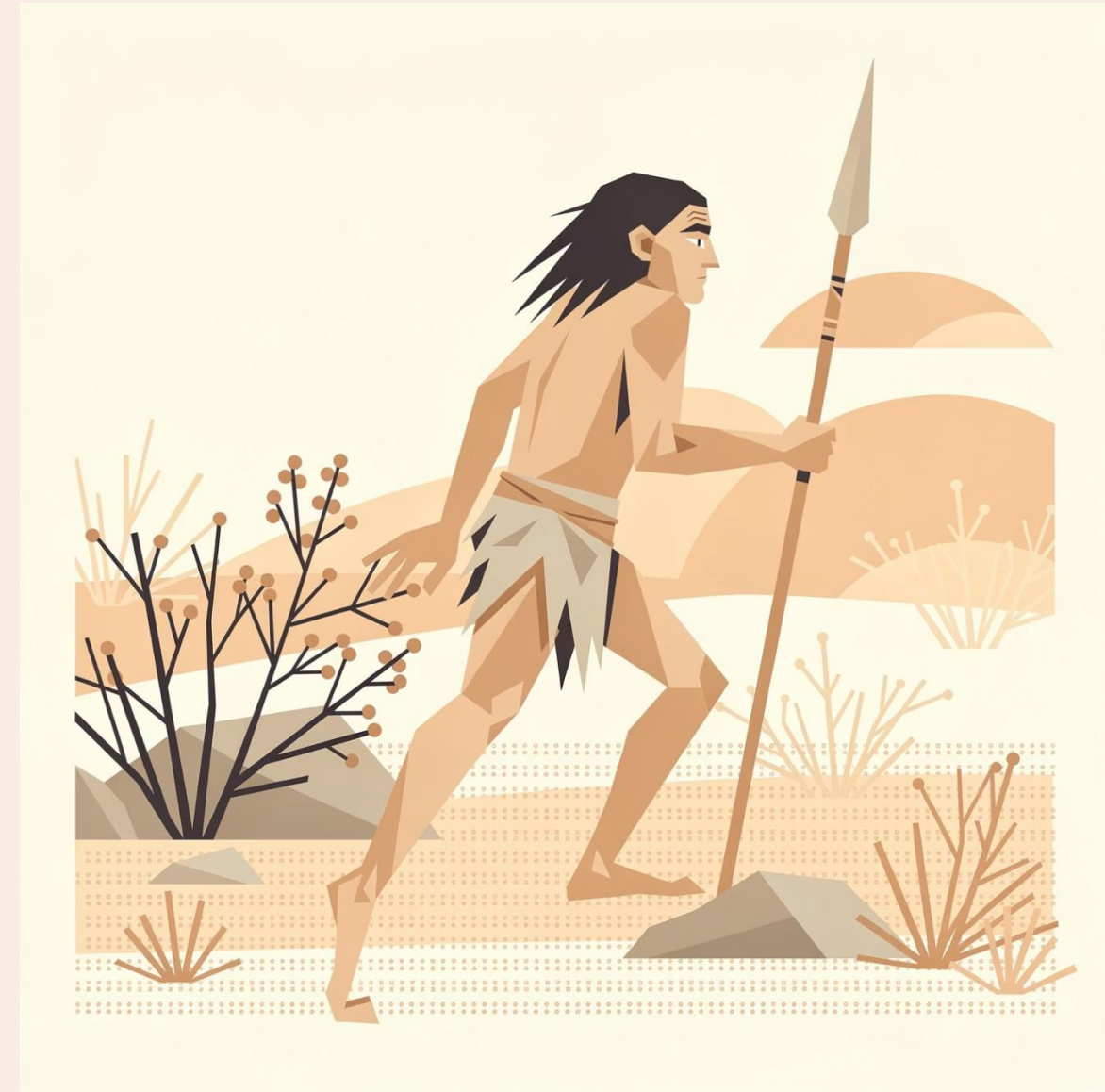


Survival mode



Avoid threats

Physical danger less present today



Seek resources

Still extremely active in modern life



**Do you have something
for me?**

Can you help me?

**Can you be a resource
for me?**

WIIFM/MF



Let's go back to Robert



There we go

What do you do for a living?

"I'm a sales representative in concrete."

- Factual but uninspiring
- Creates no curiosity
- Doesn't invite dialogue

The Reframed Version

"Thanks to my work, you have clean drinking water when you open your tap."

- Emotional impact
- Creates curiosity
- Immediate engagement



A new approach : Immediate impact



The balloons story.





**Human
beings are
built on
reciprocity.**

**What can you do
for me in life?**

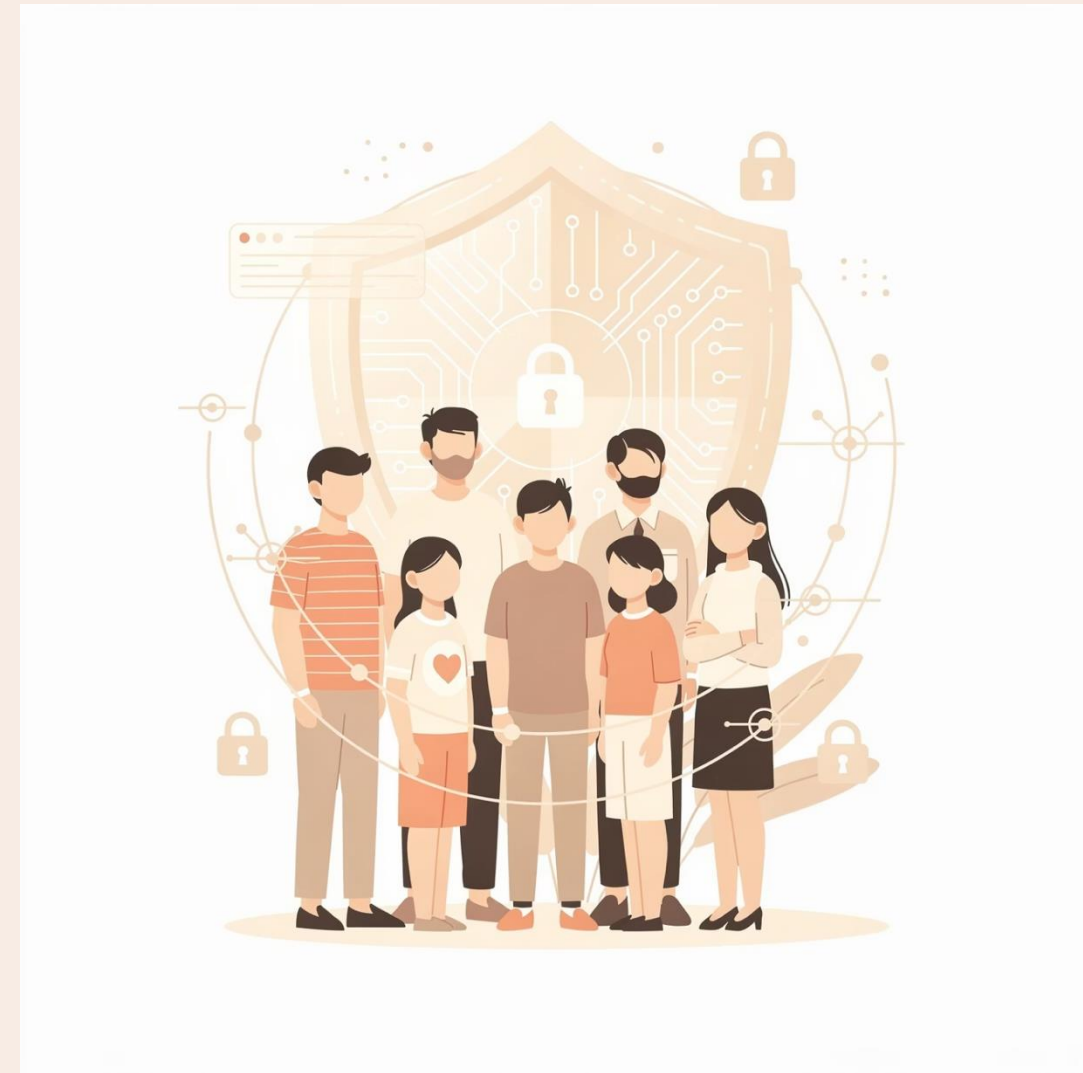


Job title vs Value created



What you are

- IT Security Manager
- Data Protection Officer
- Compliance Auditor
- Security Consultant



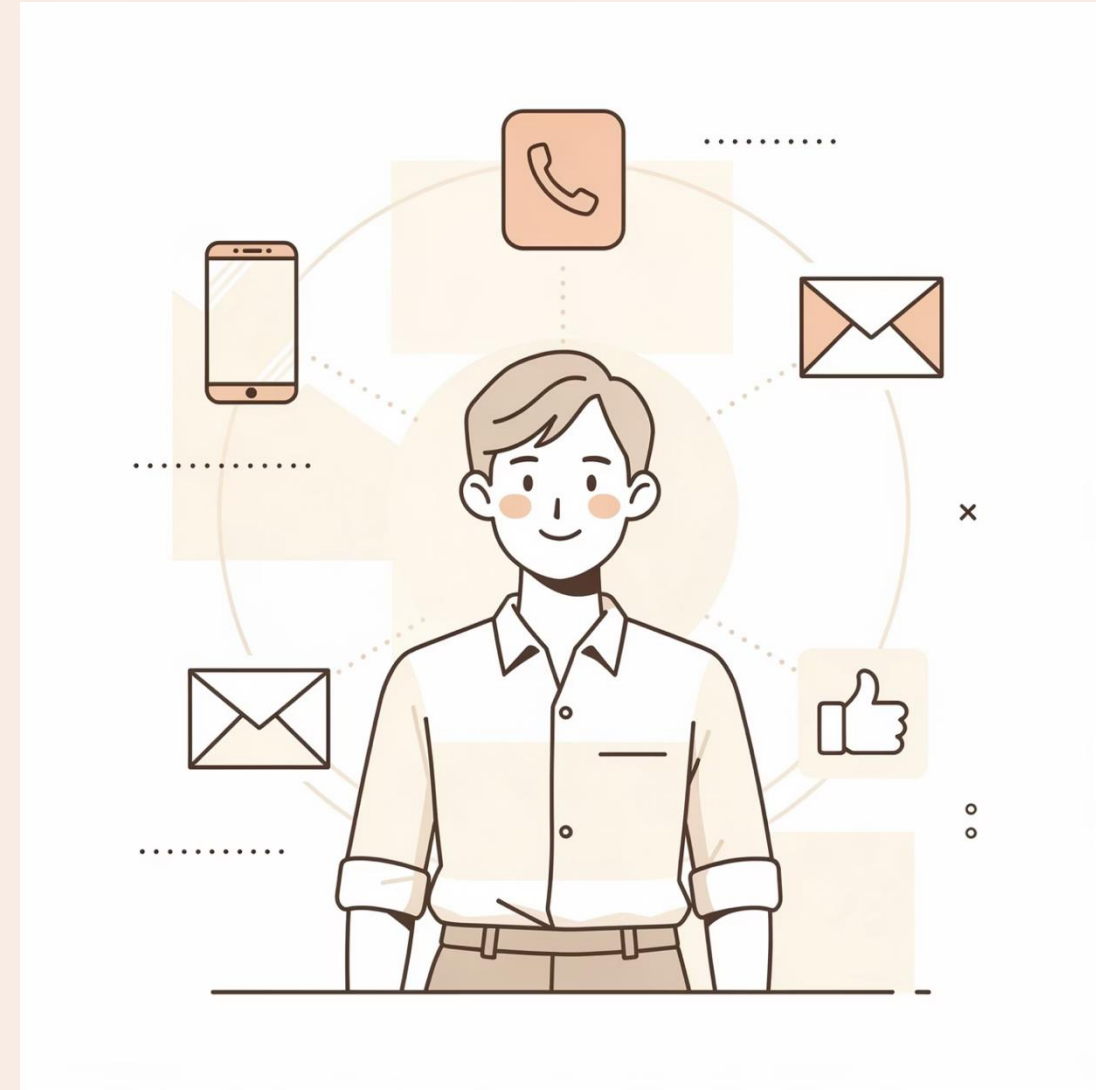
What you enable

- Protecting companies from cyber threats
- Safeguarding personal data and privacy
- Building trust through compliance
- Creating resilient security systems

Let's look at the next two.



Who should I introduce you to?



How can I reach you?



The next time someone asks

First impressions matter

You only get one chance to set the tone

Self-presentation shapes everything

How you introduce yourself determines what follows

Sales and trust are consequences

Not objectives, they flow from connection

"This is not about your job. It's about the value you bring"